

ENTRY FORM ***TARGET ZERO*** AWARD

1. Category: **Priority One Impaired Driving/Speed Related Collisions**
2. Entry name: **Sequim Police Department**
3. Contact information: Marci Protze
mprotze@ci.sequim.wa.us
360-683-7227
609 W. Washington St. Suite #16
Sequim, WA 98382
4. **I Priority One Impaired Driving/Speed Related Collisions**

EXECUTIVE SUMMARY

Situation:

Prior to 2006, the Sequim Police had failed to uniformly prioritize traffic enforcement, had no organized structure for addressing traffic safety, responded in a reactive mode to vehicle crashes and failed to have a Comstat approach to collecting, analyzing and acting upon traffic safety and crash data.

In 2005-6, the Sequim Police Department undertook an agency-wide self-evaluation and planning process to develop a multi-year strategic plan. The result of that 18-month project included the development of a 108-page strategic plan document that was accepted and approved by the City Council (this report is available on-line at: www.ci.sequim.wa.us).

The strategic planning process lead to the formulation of a plan that was supported by the **2012 Sequim Policing Plan** to implement a new priority to traffic safety and placed a priority of the development of a new stand-alone Traffic Safety Division. Beginning in 2006, the agency refocused strategic importance to reducing collisions, targeting traffic violations that were linked to be causal factors in collisions, and to address the critical components of education, enforcement and engineering. The Traffic Safety Division was formally rolled out in the fourth quarter of 2007. In conjunction with the deployment of a Traffic Safety Division and with the support of Washington State Patrol (WSP) and with the support of WSP Chief John Batiste, the Department adopted the concept of creating a locally focused **Target ZERO program** for east Clallam County. The local **Target ZERO** program was rolled out and will continue to parallel the concept of the State's target to eliminate fatal crashes, aggressive drivers, and drunk/drugged drivers from the roadways in and around Sequim. The agency has developed an on-going partnership with the WSP, Clallam County Sheriff's Office and the Clallam County DUI Task Force. More recently, the Department has begun to reach out to the local office of the Liquor Control Board and has stepped up information exchange, sharing of enforcement data, controlled buy stings, and patrols of liquor establishments – all designed to support the **Target ZERO** goals.

Washington State Liquor Control Board and the Sequim Police Department have a positive ongoing relationship. The benefits of that relationship include undercover bar

compliance checks based on the recommendation of the PD, open communication in any serious incident involving alcohol, which have resulted in behavioral changes.

The new Traffic Safety Division is currently composed of a Division Sergeant and an experienced patrol officer. Both employees are Commercial Vehicle Enforcement Officer (CVEO) certified and experts in traffic investigation/enforcement with over 47 years of combined experience. In 2007, the Department made a significant investment in training two Level 1 and one Level 2 CVEO's – this required out of state travel and training costs, which were entirely borne by the Department. A memorandum of understanding (MOU) was signed by the City of Sequim in December 2007 with the approval of the City Council with the WSP authorizing the City to enforce commercial vehicle violations.

Currently, the City of Sequim covers nearly 10 square miles which includes over 4 miles of Hwy 101 (which is all part of a designated Traffic Safety Corridor). Within the city's jurisdiction are over 45 restaurants and bars serving alcoholic beverages and state owned liquor store. Just two miles outside the city limits resides a large casino (7 Cedars Casino), which has consistently been ranked as having a history of producing large numbers of DUI drivers. There are five (5) wineries in the immediate area that host multiple events. The resident population of Sequim according to OFM is 5,330, the City's estimate of population is nearly 7,000 and the surrounding county population that belts the city is approximately 20,000. The Department estimates that the general service population which they serve is about 23,000 and growing.

Action:

Refocusing resources and emphasis upon the agency's traffic safety mission along with the roll-out of the new Traffic Safety Division has heightened awareness in the number of impaired drivers that are in and around the community. DUI arrests have increased over 100% in 2007 over 2006 levels; while traffic enforcement efforts saw an approximate 400% increase in 2006 over 2005 efforts.

Washington State Programs such as ***Drive Hammered Get Nailed, Driving 101 Safety Project, Night of a 1000 Stars***, and now ***Target ZERO*** have been proven strategies to improve the safety of local roadways and have enhanced the focus on impaired drivers by Sequim Police. Implementing ***Target ZERO*** has strengthened the department efforts, which have included developing relationships with owners, managers, and bartenders of restaurants and bars in order to build trust and rapport. Providing services, such as bar checks, to the bars that have had past issues to ensure the negative situations do not occur.

Results:

In 2006, the Sequim Police Department arrested a mere 23 DUI's. In 2007, with the renewed emphasis of ***Target ZERO*** and having a designated Traffic Safety Division with an increased focus on drunk driving, year-to-date the department has increased DUI arrests by 100 percent to 56 cases of impaired driving (by the end of the year over 60 arrests are anticipated).

The break out of the Traffic Safety Division has allowed time for the Division Sergeant to educate bartenders on issues such as over serving and the federal and state laws that apply. The Sequim Police Department coordinates efforts with the

Liquor Control Board ensuring that all establishments that serve alcohol are trained in areas such as over serving and recognizing the signs of intoxication.

Proven Strategies and Best Practices

The primary strategy was local funding of a traffic safety officer in 2006. The community mandated that with the increased community growth there was also an increase in traffic concerns. Implementing the 3E approach of enforcement, education, and engineering the police department and Public Works immediately studied the speed limits and traffic in the City of Sequim. The result was a community-wide speed study which resulted in updating city speed limits in 2006.

Informing the public through several media aspects has brought **Target ZERO** in Sequim to the forefront of our traffic safety program. The state-wide goal of **Target ZERO** is to eliminate drunk driving, aggressive drivers and fatal and speed related crashes throughout the state of Washington; the local **Target ZERO Program** in Sequim focuses additional efforts in our community to support the state goals. In order for this goal to be effective Sequim area citizens are highly encouraged to dial 9-1-1 and report violators of traffic laws.

Because of the success of the local Sequim area **Target ZERO Program**, the Department recognized that a local **Target ZERO Program-in-a-box** could be developed and shared statewide to enhance traffic safety programming by local law enforcement agencies. Working in partnership with the WSP, a proto-type **Target ZERO-in-a-box** was developed and presented to area commanders for WSP, to the head of the Washington State Traffic Safety Commission and has since been shared with the law enforcement executives in Grays Harbor County and the Shelton area for those agencies to replicate. In **Target ZERO-in-a-box** there are several pieces from the media informing the public about the program and the advantages of this program. We have also produced two advertising campaigns for the local movie theaters' that were shown in two, one-month campaigns that resulted in about 40,000 viewers. The local radio station, KONP-AM 1450 produced several public safety announcement campaigns plus two radio talk show interviews, one was a 1-hour program and the second was a 30-minute show with Sequim Police Chief Robert Spinks. Lastly, **Target ZERO** has been highlighted in two newspaper insert campaigns that used a full-color 4-page insert that was distributed twice to a total of 20,000 subscribers of the **Sequim Gazette** in the Spring and Fall of 2007. All of these resources, templates, reference materials, brochures and public service announcements were transferred to a CD format, which is part of the **Target ZERO-in-a-box**.

The **Target ZERO Program** was disseminated and accepted formally in 2007 by the members of Sequim City Council. Public speaking engagements at civic meetings has helped members of the community understand what to report when dialing 9-1-1, making a report and how the community can take ownership for their streets and highways to make Target ZERO a success in and around Sequim. With their positive attitudes, the Sequim VIPS (Volunteers in Police Services) are deeply rooted into the community (they are responsible for the routine deployment of the agency's radar speed trailer) and volunteer at other organizations spreading the information about our efforts to eliminate drunk driving.